Metro Building · 8120 Fenton Street · Silver Spring, Maryland 20910 · Telephone 301—585-5105

April 8, 1971

Mr. Charlie Smith
Sales Manager
Radio Station WDCR
Box 957
Hanover, New Hampshire 03755

Dear Charlie:

Here are the costs you wanted for the Ivy Network 100 sample campus circulation studies.

Regardless of the number of stations participating, the cost per station would be $330.00 less 10% for our standard circulation report showing the two standard day-parts (6AM-6PM and 6PM-12M) and a breakout of weekly audience into male and female demographic categories.

Therefore, based on the minimum sample size, the net cost would be $297.00. This rate will be increased on May 3, 1971 to $350.00 less 10%.

Each station would have to furnish us with a student directory. Unless otherwise directed, we would sample graduates and undergraduates, living on and off campus.

The reports would take about eight weeks from receipt of each station's order deposit (which is 50%) through publication.

Feel free to call, collect, if you need more information.

Cordially,

Pam

(Mrs.) Pam Robertson
Sales Representative

PR:mr

The Standard Broadcast Calendar is a calendar endorsed by all the major media organizations (N.A.B., AAAA, TvB, RAB, SRA). If adopted generally, it promises a great simplification in media planning, scheduling and billing.

Basically, the calendar discards the calendar month as the billing unit. Instead, each "standard"week begins on Monday and ends on Sunday. The last week of the month is the week in which the last Sunday of the month appears.

A copy of the calendar is presented below:

GUIDE NO.	MON	TUES	WED	THURS	FRI	SAT	SUN
	JANUARY						
1	28	29	30	31	1	2	3
2	4	5	6	7	8	9	10
3	11	12	13	14	15	16	17
4	18	19	20	21	22	23	24
5	25	26	27	28	29	30	31
	FEBRUARY						
6	1	2	3	4	5	6	7
7	8	9	10	11	12	13	14
8	15	16	17	18	19	20	21
9	22	23	24	25	26	27	28
	MARCH						
10	1	2	3	4	5	6	7
11	8	9	10	11	12	13	14
12	15	16	17	18	19	20	21
13	22	23	24	25	26	27	28
	APRIL						
14	29	30	31	1	2	3	4
15	5	6	7	8	9	10	11
16	12	13	14	15	16	17	18
17	19	20	21	22	23	24	25
	MAY						
18	26	27	28	29	30	1	2
19	3	4	5	6	7	8	9
20	10	11	12	13	14	15	16
21	17	18	19	20	21	22	23
22	24	25	26	27	28	29	30
	JUNE						
23	31	1	2	3	4	5	6
24	7	8	9	10	11	12	13
25	14	15	16	17	18	19	20
26	21	22	23	24	25	26	27
	JULY						
27	28	29	30	1	2	3	4
28	5	6	7	8	9	10	11
29	12	13	14	15	16	17	18
30	19	20	21	22	23	24	25
	AUGUST						
31	26	27	28	29	30	31	1
32	2	3	4	5	6	7	8
33	9	10	11	12	13	14	15
34	16	17	18	19	20	21	22
35	23	24	25	26	27	28	29
	SEPTEMBER						
36	30	31	1	2	3	4	5
37	6	7	8	9	10	11	12
38	13	14	15	16	17	18	19
39	20	21	22	23	24	25	26

A copy of the calendar is presented below:

SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

The Standard Broadcast Calendar is a calendar adopted by all the major radio organizations (A.A.A.B., AAAA, TAB, RAB, SRA). It adopted generally it promises a great simplification in media planning, scheduling and billing.

Basically, the calendar discards the calendar month as the billing unit. Instead, each alternate week pedins on Monday and ends on Sunday. The last week of the month is the week in which the last Sunday of the month appears.

	OCTOBER						
40	27	28	29	30	1	2	3
41	4	5	6	7	8	9	10
42	11	12	13	14	15	16	17
43	18	19	20	21	22	23	24
44	25	26	27	28	29	30	31
	NOVEMBER						
45	1	2	3	4	5	6	7
46	8	9	10	11	12	13	14
47	15	16	17	18	19	20	21
48	22	23	24	25	26	27	28
	DECEMBER						
49	29	30	1	2	3	4	5
50	6	7	8	9	10	11	12
51	13	14	15	16	17	18	19
52	20	21	22	23	24	25	26

We hope that you will take a few minutes to study this in relation to your own bookkeeping operations, and let us know whether adoption of this calendar for radio billing would cause any large problems for you.